

Lausanne Marathon

DATE: Saturday, October 25, 2025
LOCATION: Bourg-en-Lavaux, Vaud, CH

Event Description

Lausanne Marathon is a premier sports event in Bourg-en-Lavaux. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports
Importance Rank: 78/100
Expected Attendance: 24,999 people
Event ID: 5wFPHHwFjYkPeUvcg9

Hotel Demand Indicators

ADR Impact Index: 8.1x baseline (varies by property tier & location)
Occupancy Impact: +62 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 10,000 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.
